



Solarize 201

with



ASTRUMSOLAR®



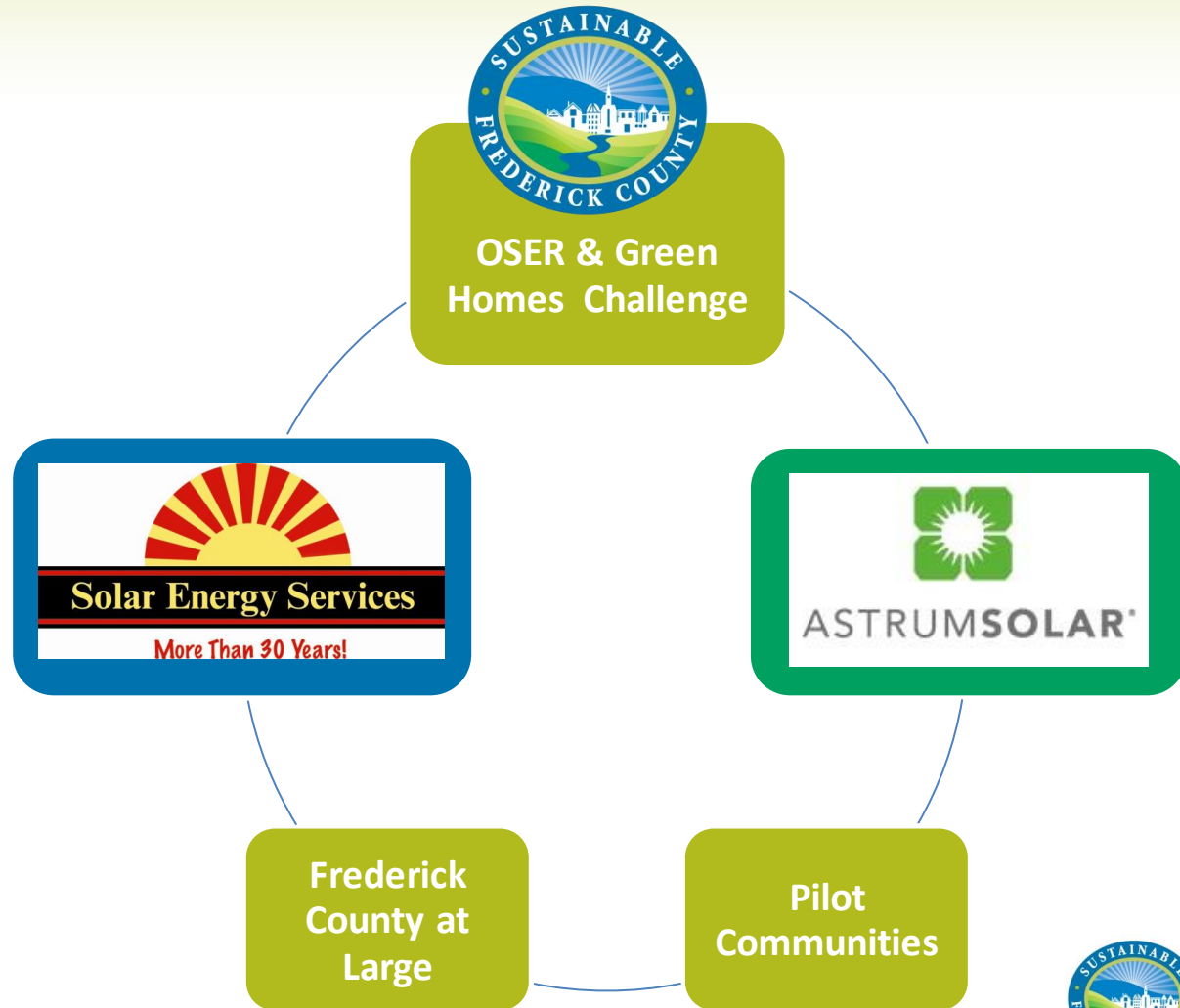
Solar Energy Services

More Than 30 Years!





Welcome & Introductions





The Green Homes Challenge

Challenge 1: Be a Power Saver
Helps residents reduce energy consumption and utility bills



Special Pilot
Project
Solarize!

Challenge 3: Be a Renewable Star
Helps residents use renewable energy



Challenge 2: Be a Green Leader
Helps residents adopt environmentally-friendly practices

FrederickGreenChallenge.org





FrederickGreenChallenge.org

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GREEN HOMES CHALLENGE

ABOUT THE CHALLENGE FIND ACTIONS CERTIFIED HOUSEHOLDS GREEN STORIES

Get Started!

- Sign up for an account
- Add actions to your To Do List
- Earn points and medals for completing actions
- Become a Certified Challenge Taker

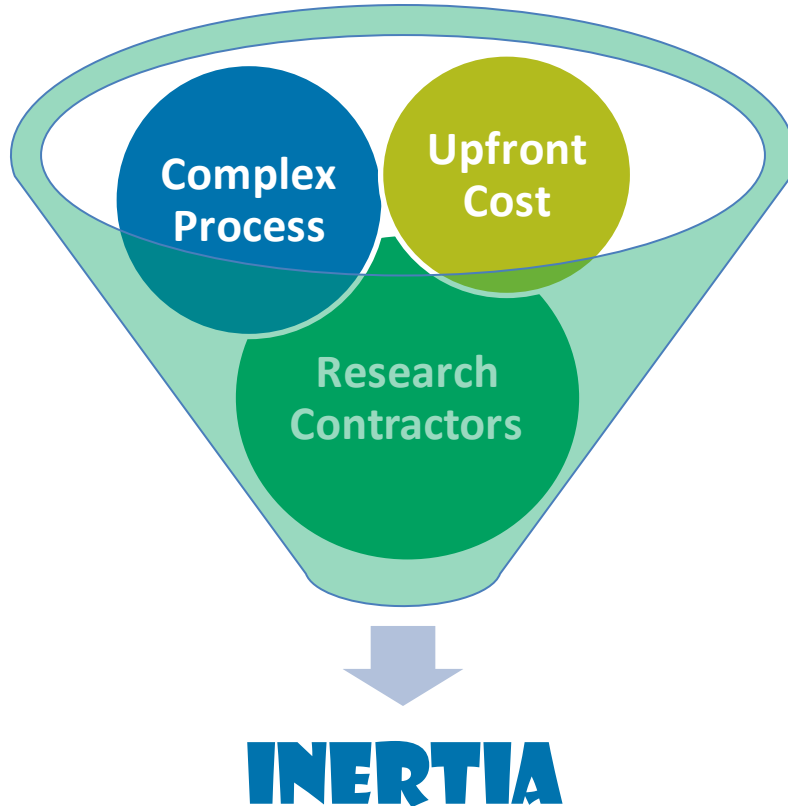
TAKE THE CHALLENGE

BE A POWER SAVER! BE A GREEN LEADER! BE A RENEWABLE STAR!



Solarize Frederick County

Volume Purchasing & Incentive Grants for Solar PV and Thermal Systems



- Educate Homeowners
- Reduce Costs – 2 Ways to Save
 - Volume purchase discounts
 - Incentive Grants
- Motivate with Limited Enrollment Period – April 26 – August 30, 2013
- Simplify Process
 - Vetted Installers
 - Turn-key systems (Permits, inspections, incentives)
 - Reduced Time to Contract and Install





Solarize Incentive Grants

- Granted upon Contract
- **First Come-First Served**
- Processed as discounts on Homeowner Contract
- **Contractor Reimbursed, not Homeowner**
- Grantees requested to provide photos and testimonials, and to share Solarize information with 3 households

Solar PV (30)

\$2,500 for
Certified
Power Savers

\$2,000 for
Others

Solar Thermal (30)

\$1,000 for
Certified
Power Savers

\$750 for
Others





Installer Selection – A Careful Process!

- Solarize Committee Established (Fall 2012)
- Competitive Bids - Request for Proposals (Feb. 12 – Mar. 12)
- Proposal Review and Scoring (March)
- Interviews with Top Candidates (Late March/Early April)
- Recommendations to Town of Myersville
- Unanimous Selection by Mayor and Board (April 9)
- Memorandum of Understanding for Partners (April 25)
- Saves you time and hassle!





What Were We Looking For?

- Company experience and projected longevity
- Staff credentials and expertise
- Local connections
- Quality product offerings
- Good prices for purchased and leased systems; good discounts for increased volumes
- Established leasing partnerships for solar electric systems
- Capacity to bring in extra resources to meet demand
- Marketing experience, creativity, and support
- Good administrative tracking systems





Solarize Timeline

Solarize Frederick County Timeline	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN
Installer Solicitation & Selection													
Outreach and Education													
Household Enrollment													
Site Assessments by Contractors													
Installations													
Evaluate and Celebrate													





Process & Next Steps

www.SolarizeFrederick.org

Register for
Green Homes
Challenge/
Renewable Star
Challenge

Use Power
Saver Challenge
to improve
home efficiency
& get higher
grant

Sign up for
FREE Solar
Assessment

Sign a Contract!





Next Steps

www.FrederickCountyMD.gov/GreenHomes

Connect with
your
community's
Solarize
Coordinator and
Green
Ambassadors

Tell your friends
and Neighbors
about Solarize
and Solarize
Workshops

Host a Mini-
Solarize 101 in
your home

More
Participation
=
More Savings!





What if my Site isn't Feasible?

- Opt for Energy Efficiency measures
 - Join the Power Saver Challenge!
- Purchase clean wind-powered energy through your utility
 - Washington Gas CleanSteps
- Consider a Solar Shed?



Courtesy of
PotomacWindEnergy.com



Contacts for Questions

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